NEW YORK, SUNDAY. APRIL 22, 1906. - Copyright, 1906, by The Sun Printing and Publishing Association

# MAIL ORDER MAN'S SCIENCE.

THE ART OF SELLING GOODS BY PRINTER'S INK.

ideals of Advertising-How Results Are Checked Off-Battle Only Half Fought When Letters of Inquiry Come-Business Value of Good Mailing List.

A manufacturing concern's publicity man talked on the theories of advertising and the system of recording results in

the mail order business.

"Broadly speaking," he said, "our advertising is divided into three classes: General publicity, merely playing up the name of the company or articles; general advertising, creating a sale for a product through retailers and jobbers by publicity; mail order, seeking a direct sale

by mail through advertising.

\*Ours belongs to the last class for the most part, and the results are no longer a conjecture, they are a specific certainty. We carry space in more than sixty different magazines and newspapers, and know the income from every one of them in dollars

\*We undertake to make our advertisements salesmanlike by printers' inkthat is, visual rather than audible salesmanship. We do on paper just what the store clerk or traveller does: Bring out the good points of our goods, and cover up the bad ones, if there are any.

The high rates charged by magazines and newspapers for space necessitate the employment of men who can fill this space with concise logic and a certain convincing quality. A personal salesman, you know, may have logic and facility of expression, yet lack the magnetism necessary to carry conviction. It is easier to find the money te pay men who can write this kind of adrtising than it is to find the man.

"Here is an example of my meaning. It is not ours, it is general advertising, but the principle is the same and concisely flustrates the point."

The publicity man took a magazine from his desk and clipped the following: If you could take out the metal filling of a

silver spoon, the pure silver plate re-maining would still be almost heavy enough

than triple. In buying it you are getting more than triple value—at the price of ordi-United States Assayers' report shows that

silver teaspoons have an ounce more pure silver than any other make of plate ware. At all dealers.

At all dealers.

'Of course the character of matter of general policy in an advertisement is governed by the character of the goods and trade conditions, but the principle I have just illustrated is a growing tendency in all classes of publicity.

'It is a leason that we mail order people learned first from the department and dry goods stores in their daily newspaper advertisements. They do not merely play sp the name of the store; they advertise something specific each day, tell facts and give the price. As a result women read them with as much interest as the news solumns.

columns.

In turn the general advertiser has learned the lesson from the mail order people, for they say if our advertising will sell goods by mail it will sell goods over the counters. As a result there are fewer atch phrases, curious trademarks, verses and pictures save to illustrate the point; there are fewer pictures for the pictures' save.

sake.
"They are telling the merits of the goods and making the goods better in order to tell the truth. I have no doubt there is as much time, energy, thought and money being spent on the advertising sections of magazines and newspapers in preparing the matter as in the literary and news departments.

ments.
"As I said, we know the results of all our various mediums of publicity. This is done by what is known as keying advertisements. There are several ways of doing

this.

"One is by requesting the reader to address a certain department—Department A or B or C, etc., each representig a certain medium. For instance, A might mean Smith's Magazine, and if a letter is received addressed to Department A, you would at once know that the writer saw the advertisement in that magazine.

addressed to Department A, you would at once know that the writer saw the advertisement in that magazine.

\*Another way is by street addresses. Large concerns frequently have many street numbers and if they haven't they can appropriate some. For example: 123 Main street might be given as the address in Smith's Magazine, 126 in Jones's Magazine, 128 in Brown's Magazine. If a letter is received addressed to 126 you know that it is a result of the ad. in Jones's Magazine.

\*Still another way is by requesting the writer to send for Booklet 23-A or 23-B or 23-C. The appended letter denotes the particular medium, on the principle I just explained. This is rather the better method; for frequently writers neglect to give the street number or department on their letters. One interested in a particular thing is naturally careful to request the particular literature pertaining to it.

ular thing is naturally careful to request the particular literature pertaining to it.

"All inquiries received as the result of advartising are recorded in a special book. To each medium are given one or more pages divided into columns with the following heads: "Date of Issue," 'Amount of Space,' 'Cost of Space per Issue,' 'Cost of Space to Date,' 'Number of Inquiries,' 'Cost of Each Inquiry per Issue,' 'Cost of Each Inquiry to Date, and 'Number and Amount of Orders.'

"This system enables us to judge to a alcety the mediums that are best suited to our particular needs and the character of matter to use in each. For the last we result from each.

ry several different kinds and note the result from each.

This record develops some curious facts. It is not always the large space nor the matter that pleases your fancy that brings the results. We get inquiries that cost us as low as 10 cents, and we have had then cost as high as \$2, but it is usually the ones between these figures that bring the business. Then, again, we frequently find we have supplied the demand for our product in the circulation of a certain magathe, and in that case we withdraw the ad-

the, and in that case we withdraw the advertisement for a time.

"After an advertisement has been prop-

ing are through envelope enclosures—that is, in proportion to the money invested. We send out approximately 300 letters a day, and an lose several slips in each telling about seasithing we make. This is a circulation greater than that of many magazines and costs nothing save printing; for it is seldom a letter itself equals the two-cent weight limit.

"For this and ther obvious reasons a good mailing list is a valuable advertising asset

mailing list is a valuable advertising asset to a large concern. Of course, it is easy to obtain the names of houses in almost any line from the commercial agency reports, but what is particularly desired is a personal list—the names of men in these houses that have the selection and buying authority of goods in your line. It takes years to acquire this.

NEW RUSSIAN COUNCILLORS. rweive Business Men Chosen to Represent

Industry and Commerce. From THE SUN Correspondent at St. Petersburg. ST. PETERSBURG, April 3.-The first public speech of an elected member of he Council of Empire was delivered here yesterday by Nicholas Avdakoff. He is one of the twelve members chosen by the manufacturers and merchants as a nonofficial element in the new council and belongs to the Octobrist party, whose programme is based on the fulfilment of the promises given in the Emperor's Duma

manifesto of October 30. M. Avdakoff, who is chairman of the puncil of south Russian mining industries, declared that the representatives of industry elected to the new Council of Empire fully recognized that bureaucratic reaction had brought the peasantry and working classes to poverty, and that they, as independent factors in the Government, must fight vigorously for reform against officialism.

Much more urgent than their own industrial questions was the peasant problem, and immediately connected with that was the question of the transportation capacity of the Russian railroads. There were now lying useless, without any possibility of being transported to regions where they were urgently needed, 2,500,000 tons of corn, 1,200,000 tons of coal and 58,000 tons of sugar, which were a dead loss to the nation. The corn was rotting, and the lack of transportation facilities prevented the employment of thousands of people.

M. Avdakoff declared himself in favor of workmen's unions, which are now illegal, and of their right to strike, but what the people needed above all was education, which he would advocate in the Council of Empire.

The personality of the twelve elected members for commerce and industry in the Council of Empire is much discussed in view of their being the first independent outside element introduced into the official national Government. Most of them, like M. Avdakoff, are men of large fortune.

Grigori Krestovnikoff, chairman of the Moscow Produce Exchange and partner in the great Krestovnikoff soap and candle works in Kasan, is also a progressive of the Octobrist Centre party. He has frequently been spokesman for the independent manufacturers in matters affecting Government finance, and represented them on the commission that drew up the new Russian tariff.

The trade of the Caucasus is represented by Paul Gokuassoff, an Armenian, the owner of great naphtha wells at Baku. Poland is represented by S. M. Rotvand, who formally practised as lawyer in Warsaw and is son-in-law of M. Wawelberg, the banker. Although M. Rotvand is a Roman Catholic, he had the support of the leading Polish Jews, besides the Nationalists.

St, Petersburg is represented by Stanislas Glesmar, who presides over several manufacturing companies here. He belongs to the nobility of Poland and was graduated at the Technological Institute, which has always been the nursery of Russian Liberal-

Another of the twelve members, Constantin Jasuninsky, is the son of a peasant who was born a serf and bought his freedom in 1859. The son was able to finish his course at the Moscow Technical School and afterward joined his father in establishing a weaving mill in the Vladimir province.

Siberia is represented by W. A. Poklevsky-Kosell, a nobleman born in Tomsk, who controls the great mining and river shipping enterprise established by his

The corn trade, the greatest business in Russia, could not, it appears, furnish a representative member who had completed a course of secondary education, and it chose for its member A. F. Mukhine, director of the Volga-Kama Bank, whose father was a leading figure in the Volga corn trade.

Excepting the criticisms against the stipulation that every elected member must be over 40 years, it is conceded that these new imperial councillors are capable and genuine leaders of the commercial and industrial world. Their temporary chairman is M. Timiriaseff, who recently resigned the Ministry of Commerce and Industry because of bureaucratic obstruction to his reform policy. He is the only one of the twelve elected who has been a member of the Government service.

Until called in to take charge of the newly formed Ministry of Commerce last November, he represented the Government in Germany in the preparation of the re-cently concluded Russo-German commercial treaty. Since joining the commercial industrial party he has declared strongly for the necessity of securing constitutional

BAD TRICK OF A GOOD TRADE Lawyers Point Gut Evils of Personal In-

Jury Litigation. "The most serious evil of modern pracice." This is the significant vercict pronounced upon the present abuse of personal

injury litigation. The words are used, not by the employers who suffer through this abuse, but by the Green Bag, a magazine published by and for lawyers themselves. Practically the entire

\*After an advertisement has been properly written and placed the tattle for orders is only half fought. All that an advertisement can get is in-united for prices and printed matter, and the real effort must be placed on these.

"We follow up all inquiries with two can letters at intervals of five, ten and twenty days. These are just as carefully prepared as the original advertisement and put forth more argument for our goods.

They are usually written in the first person and supposedly signed by some on the letterhead—not actually signed but they are carefully printed in imitation of a typewriter text and pen signature.

All that is necessary is to fill in the case will that is necessary is to fill in the case. Even hame, address and salutation on a signature with a carefully matched ribbon.

"Of course, it is not possible for the general advertiser to record the results with the same degree of accuracy as the mail order people, but their selection of mediums is argely based on a record obtained from the latter. They can, however, judge the effort in the limit of the latter. They can, however, judge the effort is each of a case in which they are carefully matched ribbon.

The best results we get from advertise-tree and pen signature.

The best results we get from advertis-

### OUR STEAMBOATS ARE SLOW.

WE HAVE NONE TO MATCH THE ENGLISH FLYERS.

Boats Run Abroad on Regular Schedule at Speeds Exceeding 20 Knots-Some of Our So-Called Flyers Are Not So Fast by One-Third—Belgian and Dutch Boats.

America has always been first in the size and magnificence of its river and sound boats, but always behind England in the speed maintained by such boats on regular schedule. An American steamboat may have a nominal speed capacity of 20 miles an hour, but the schedule she runs on may be only fourteen or sixteen miles an hour, and she may very seldom get in on schedule time. On the other hand a corresponding English boat would be able to make twentyfour or twenty-six miles an hour and very often would be run to within a mile or so of its possible limit of speed on regular schedule, and everything possible would be done to get it in on time.

In the summer the New Yorker has a choice of eighty local boat lines: thirtyfive on the Sound, twenty-five up the Hudson and twenty down the bay. Boston comes next with forty-five. Then comes Baltimore with thirty, many lines to the Eastern shore being served, however, with small and irregular boats. Then come Philadelphia, Detroit and Chicago with about twenty-five lines each.

The many passenger lines on the Great Lakes are fully equal to the best on the Atlantic Coast. The run between Detroit and Buffalo is the longest one night run in the country and the fastest.

Looking to Great Britain for a comparison we see at once that the local Channel lines are somewhat smaller boats as a rule, and not so luxurious as our best, but all faster and more powerful. For example, the great Priscilla, largest of all out steamboats, has a total length of 440 feet and 8,500 horse-power, while the Empress Queen, the largest paddle steamer in the Irish channel, has 10,000 horse-power and is only 3/5 feet long.

This means that she can run twenty-five miles an hour and she makes on her daily schedule about twenty-two miles while the Priscilla's schedule to Fall River is between sixteen and seventeen miles an hour, and she could be pushed probably to twenty.

The Belgian Government paddle steamer running from Ostend to Dover, Princess Clementine, is 351 feet long with 9,200 horsepower, has run twenty-seven miles an hour and maintains a regular schedule of more than twenty miles an hour. The Sound boat Pilgrim, 390 feet long, has 5,300 horse-power and makes only fifteen miles an hour.

The Dutch line boats between Queensboro and Flushing are fully as fast as the Princess Clementine, making the run of 125 miles at the rate of nineteen miles an hour. The best of these boats are 320 feet long and of 2,000 tons burden, and 9,000 horse-power each, enabling them to make twenty-six miles an hour when necessary to maintain the train schedule in stormy weather.

Possibly the fastest regular boat schedule in the world is maintained on several trips a day between Holyhead and Dublin, seventyseven miles. The distance is made in an average of 210 minutes, or more than twenty-two miles an hour. The run of the Richard Peck to New Haven is the same distance, but takes 315 minutes when on time, or at the rate of less than fourteen miles an hour. If we had a boat going to New Haven in one hour and a half less than the Peck we would have the speed of these English boats; and yet the Peck is called a fiyer and does pass most of the other Sound

The distance from Dover to Calais is twenty-five miles and the regular boats have been making the trip in a few minutes over the hour and are now cutting this down to an even hour. The Sandy Hook run of the boats of the Central Railroad of New Jersey, the one fast run we have in New York Harbor, takes one hour and a quarter. The distance is twenty miles. At best the boats make less than twenty miles

an hour. The fastest excursion service by water for pleasure or holiday travel is from Glasgow to the many beautiful resorts of the west of Scotland and north of Ireland. Many very fast day excursion boats are operated here, a speed of twenty miles an hour or more being often maintained.

THE SLEEP OF HIBERNATION. How It Differs From Repose-Shock That Causes Death.

From the London Spectator.

The sleep of hibernation is a very dif-ferent matter from the sleep of repose. If it be complete, respiration can no longer be detected. A torpid bat when disturbed will heave a sigh or two, and, being left alone, again to all appearances ceases to breathe. Submerged in water of a temperature slightly higher than his own, the hedgehog not only continues to live, but appears to suffer neither inconvenience nor harm. En-closed in an airtight receptable, his atmosphere undergoes a change so slight that it cannot be imputed to breathing. But circulation does not cease. As respiration diminishes the irritability of the muscles of the heart increases, and thus, without the stimulus of oxygen, although much more slowly, the heart continues to beat. In the absence of the fresh air drawn into the lungs in times of activity, unclearsed and unre-vigorated and venous blood passes on to fill the whole system of circulation.

A profound lethargy ensues, only distin-guishable from death by the slight beating of the heart. The waste is very small. The fat accumulated during the plenty of summer and autumn supplies all expenditure until the coming of spring, when earlier or later the hibernating animal, having no capital in reserve, begins to suffer the pangs of hunger. In response to the demand respiration very slowly increases. His oxidised blood flows more quickly and his energy

Then the bat flies forth once more from

returns.

# Our Spring and Summer Catalogue-500 pages

-will be sent free upon request to patrons residing beyond the limit of our regular wagon deltv-

R. H. Macy & Co.'s Attractions Are Their Low Prices.

#### Seaside Delivery Service.

Our own wagons now make daily deliveries along the seacoast from Atlantic Highlands to Belmar and all intermediate points. Also along the Long Island coast from Cedarhurst to Rockaway Park.

# Cotton and Linen Dress Fabrics: Important Clearance of High Class Imported Materials

Including

Embroidered Linens, Mulls, Batistes, Veilings; Hand-printed Silk Tissue and Mulls in bordered effects, printed Tulles, Piumetis, Organdies and Silk Mousselines.

Former Prices 44c. to \$2.24 the Yard.

21c., 39c., 69c.,

Main Floor, Monday.

"Running an Account" That Never Runs One Into Debt. For convenience of patrons who like to have their purchases "charged" we inaugurated our

## DEPOSITORS' ACCOUNT SYSTEM.

You merely deposit a sum of money in the department on the Balcony-a sum great or small, as you elect-then have "charged" to this deposit any purchases you make in the Macy store. We render monthly statements and allow 4% interest, compounded every three months, on your daily balance.

While a deposit cannot be checked against for expenditures made outside of the store—as we do no banking business—any or all of it may be withdrawn at any time.

# Upholstery Organization Aid for Spring Homefurnishers.

JUGGESTIONS:—Awning or Window Shade work, Slip Covers for your furniture or re-upholstering of furniture. These are branches of our Upholstery business handled in our own workrooms on the premises. Handled satisfactorily—or not at all. We will gladly submit estimates upon request.

#### FOR SPECIAL SELLING, IN THE UPHOLSTERY STORE WE OFFER

IMPORTED JUTE VELOUR PORTIERES, in border effects, with plain and figured centers; sold elsewhere at \$38.00 the pair; our price...... \$29.98 VERONA VELOUR PORTIERES, handsome designs; full range of color-MARIE ANTOINETTE LACE CURTAINS, heavily embroidered on best

quality cable net:-Elsewhere \$5.00 a pair, here \$3.98 Elsewhere \$5.60 a pair, here \$4.48 Elsewhere \$7.50 a pair, here \$6.24 Elsewhere \$8.25 a pair, here \$6.74 Eisewhere \$9.00 a pair, here \$7.49 Elsewhere \$9.50 a pair, here \$7.98 Elsewhere \$10.75 a pair, here \$8.98 Elsewhere \$12.00 a pair, here \$9.98

RENAISSANCE LACE CURTAINS, mounted on best quality cable net; some in solid border effects, others with insertion and edge to match:— Our price. . . ..... \$2.49 \$3.74 \$4.98 | \$5.98 \$6.48 \$7.48

# Silverware About Half Price

OGERS' standard quality Plated Silverware; the pattern a popular one, that is rarely found in underprice sales, and certainly never before offered at such a marked reduction. Despite the very low prices, our usual engraving offer holds good:-Three letters engraved without charge.

Butter Spreaders, set of 6 \$1.07	Olive Spoons, each16c
Bouillon Spoons, set of 6\$1.14	Jelly Shells, each
Tea Spoons, set of 6	Oyster Ladles, each78c
Dessert Spoons, set of 6 98c	Cold Meat Forks, each320
Table Spoons, set of 6\$1.18	Gravy Ladles, each
Oyster Forks, set of 6	Syrup Ladles, each
Dessert Forks, set of 6 98c	Nut Picks, set of 6
Salad Forks, set of 6 \$1.19	Dinner Forks, set of 6\$1.18
	# 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

# Homefurnishing Sale Special in All Lines of Floorwear

ARPETS, Oriental or Domestic Rugs, Mattings, Linoleums or Oil Cloths-any sort of good floor covering you require for the city or country home. Just when you want it and for less than you expect to pay. EXTRA QUALITY AXMINSTER CARPETS-in two-tone Orfental and floral effects, with and without borders; a yard......OUR REGULAR PRICE \$1.59 A YARD. EXTRA QUALITY TAPESTRY BRUSSELS CARPETS-the ten-wire grade, in patterns suitable for all rooms, halls and stairs....
OUR REGULAR PRICE 94c. A YARD. SAXONY AND EXTRA AXMINSTER CARPETS-from the Smith mills; most popular Carpets for parlors; with and without borders to match. OUR REGULAR 98c. AND \$1.19 GRADES...... 89c ALL WOOL EXTRA SUPER INGRAIN CARPETS, in various designs and colorings-25 in all; regularly 69c. a yard; special ......

Rugs for Country and Seashore Homes. Our stocks are complete. Starting with the American Grass Twine Matting

Rugs-these sizes and prices: 52e Size, feet...... 4%x7 6x9 8x10 9x12 Each ...... 82.24 83.48 85.24 INDIA MOJI RUGS, desirable for verandas and porches; four sizes:--7%x10% 4x7 6x9 Size, feet..... 8x° \$7.24 \$10.95 84.48 AMERICAN FIBRE RUGS AND CARPETS, in light Oriental effects:--Size. . . .18x36 in. 26x40 in. 36x72 in. 6x9 ft. Each. . . . . 526 940 \$1.24 \$5.66 7%x10% ft. 9x12 ft. 67.56 Clearance Lot of Room-Size Rugs.

Not a large quantity—but popular Rugs in size and pattern. For example—	
9x12 foot Axminsters; former price \$24.48, now	
9x12 foot Smyrnas: former price \$27.79, now	
9x12 foot Wilrons: former price \$34.48, now	
9x12 foot Pro Brussels Rugs; elsewhere \$12.50, here\$8.79	

### Chinese and Japanese Mattings.

BOUT one hundred odd rolls, extra special for early buyers. In this season's importation of 3,000 rolls we found many single rolls of which there are no duplicates. Among them:-CHINA MATTINGS, taken from the \$9.48 and \$13.96 lines; now \$7.98 and

JAPANESE MATTINGS, from our \$8.48 and \$10.96 lines; now \$6.98 and \$8.48

#### Linoleums and Oil Cloths.

New shipments of Inlaid Linoleums, lately received from abroad, embrace a number of distinctly new patterns. These are Linoleums such as others sell at \$1.35 and \$1.65 per square yard; our prices, \$1.09 and \$1.39.

Printed Linoleums, sold elsewhere at 60c., 65c., 70c. and 75c. per square yard; our prices, 43c., 48c., 54c. and 59c. Oil Cloths; grades sold elsewhere at 30c., 35c., 45c. and 50c.; our prices, 24c., 29c., 36c. and 43c.

# Lamps and Lighting Requisites Desirable for Summer Homes.

UR remodeled and re-arranged Lamp store monopolizes the space usually allotted to these basement stocks of the Glass and Lamps-for a most worthy purpose. A sale of Lamps and Fittings providing extra special offerings just as Summer Homes are being fitted up for the new season. Typical economies:-

GAS PORTABLES, complete with 10-inch shade, tubing, incandescent burner and mantle; elsewhere \$1.75, our price . .....980

ENAMELLED GAS PORTABLES, with green shade and Argand burner, complete; elsewhere \$3.50, our price \$2.49 BRACKET LAMPS, complete; else-

where 75c., our price..........49c
GAS GLOBES, in various shapes and sizes; former prices up to 23c. each, ART GLASS LAMP GLOBES, 9inch, in various colors; elsewhere \$3.90; our price \$2.87

TULIP-SHAPE LAMP GLOBES (bent glass); sold elsewhere at \$6.50; our price \$4.87

ART GLASS LAMP SHADES, 12-inch with falses various colors; elsench, with fringe; various colors; elsewhere \$9.00; our price.....\$4.87

BLACK WROUGHT IRON

LAMPS, complete, with art glass
shades; elsewhere \$7.00; our price \$4.98

DECORATED GLASS LAMPS, with 10-inch globes to match; elsewhere \$4.00; our price ......\$2.97 HAND-PAINTED GLASS LAMPS,

with 11-inch globes to match; elsewhere \$6.50; our price ......\$4.87

HAND-PAINTED LAMP GLOBES,

price . .....\$1.47 | lar stocks.

10-inch; sold elsewhere at \$2.00, our

GEISHA LAMP SHADES, various painted decorations; three sizes; special 89c., \$1.23, \$1.47

ELECRIC PORTABLES, for desk or piano; various finishes; elsewhere \$4.00; our price, complete ..... \$2.97 ELECTRIC TABLE PORTABLES, with two bulbs and 10-inch green shades; various designs; elsewhere \$10.00, our price .....\$5,67

CRYSTAL ETCHED GLOBES, assorted designs; 10-inch, 97c.; 11-inch, 

"LINDSAY" GAS LIGHTS—A new light of exceptional merit. With gas at \$1.00 per thousand feet, a "Lindsay" saves more than four times its cost each "LINDSAY" MANTLES, separate, "MACBETH" LAMP CHIMNEYS-

# Sale of "North Star" Refrigerators

IRST and most important thing about a "North Star" Refrigerator is that it gives results most desired. frigerator is that it gives results most desired—PERFECT REFRIGERATION, DUE TO COLD, DRY AIR CUR-RENTS. Furthermore, this result is accomplished with less ice than an ordinary damp Refrigerator requires.

The fact that the "North Star" Refrigerators are handsomely finished, like good pieces of Furniture should be finished, adds to their popularity. Then the price:-

| Width | Depth | No. 9. 27 inches. 17 inches. No. 10. 30 inches. 10 inches. No. 20. 83 inches. 21 inches. No. 30. 36 inches. 22 inches. Particular attention is directed to a line of "North Star" Refrigerators designed for apartments-extra high and occupying little floor space:-

#### Macy Grocery Specials. Fifth Ploor.

Mail O ders Promptly Filled.

English Breakfast, Ccylon, Young Hyson, Japan, Gunpowder and Mixed; our regular price, 680. a pound; special this sale 590. a lb.; 5 lb. caddy, \$2.69; 10 lb. carton, regular price, 240.; for this sale 96. a lb.; 5 lb. cotton bags, \$10.; 10 lb. carton, regular price, 25 lb. cotton bags, \$10.; 10 lb. caton, regular price, 21.16; for this sale 96. a lb.; 5 lb. cotton bags, \$10.; 10 lb. cotton bags, \$10.; 10 lb. caton, regular price, 21.16; for this sale 10. a lb. caton, \$1.00; cotton bags, \$10.; 10 lb. caton, \$1.00; cotton bags, \$10.; 10 lb. cotton bags, \$10.; 10 l

Extra Fins, can, 23c.; dozen. \$2.66

Sur Extra Fins, can, 25c.; dozen. \$3.18

French Capers, Leon Marceau Brand: \$\fo\$ bot., 19c.; 2-3 bot., \$4c.; \$\fo\$ gal. jar. \$1.88

Red Star Brand Table Salt, 5-lb. cartons. \$1.20

Sugar — Havemeyer & 5.21

Sugar — Havemeyer & 5.22

Sugar — Havemeyer & 5.24

Sugar — Havemeyer & 5.25

Sugar is \$1b, cartons; sold by others at \$45c.; our strices. \$3.25

Strictly benemade